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1. (currently amended) A printing device, comprising:  
a media routing assembly configured to route a print media for printing;  
a scanning device configured to recognize a media identifier that  
identifies the print media when the print media is routed by the media routing  
5 assembly;  
an application component configured to determine a brand of the print  
media from the recognized media identifier; and  
a memory component integrated with a replaceable component of the  
printing device, the memory component configured to maintain information  
10 about the print media which can be obtained for marketing analysis.
2. (currently amended) A printing device as recited in  
claim 1, ~~further comprising a~~ wherein the memory component is further  
configured to maintain information corresponding to a total number of print  
15 media routed by the media routing assembly, and a total number of a particular  
brand of print media having a recognizable media identifier.
3. (canceled)
- 20 4. (original) A printing device as recited in claim 1, wherein the  
application component is further configured to determine a type of the print  
media from the recognized media identifier.

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5. (currently amended) A printing device as recited in claim 1, ~~further comprising a~~ wherein the memory component is further configured to maintain information corresponding to a total number of print media routed by the media routing assembly and information corresponding to a total number of a particular brand and a particular type of print media having a recognizable media identifier, and wherein the application component is further configured to determine a type of the print media from the recognized media identifier, ~~and wherein the memory component is further configured to maintain information corresponding to a total number of a particular brand and a particular type of print media having a recognizable media identifier.~~

6. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is an image on the print media.

7. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

8. (original) A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

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9. (original) A printing device as recited in claim 1, wherein the scanning device is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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10. (currently amended) A printing device as recited in claim 1, wherein the application component is further configured to determine a percentage of a total number of a the particular brand of print media having a recognizable media identifier to a total number of the print media routed by the media routing assembly.

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11. (currently amended) A printing device as recited in claim 1, ~~further comprising a~~ wherein the memory component is further configured to maintain information corresponding to a total number of print media routed by the media routing assembly, a total number of a particular brand of print media having a recognizable media identifier, and a percentage of the total number of a the particular brand of print media to the total number of print media, and wherein the application component is further configured to determine the percentage.

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12. **(currently amended)** A system, comprising:  
a plurality of printing devices, wherein an individual printing device  
comprises:

5 (i) a media identification component configured to recognize a  
media identifier that identifies a print media when the print media is  
routed for printing within the printing device;

(ii) an application component configured to determine a type of  
the print media from the recognized media identifier; and  
an information database configured to maintain information from the  
10 plurality of printing devices, the information corresponding to a total number of  
print media routed for printing, and a total number of a particular type of print  
media having a recognizable media identifier.

13. **(original)** A system as recited in claim 12, further comprising  
15 a network communication system configured to connect the plurality of  
printing devices with the information database, wherein the information  
database is remotely located from the printing devices.

14. **(original)** A system as recited in claim 12, wherein an  
20 individual printing device further comprises a memory component configured  
to maintain the information for the individual printing device.

15. **(currently amended)** A system as recited in claim 12,  
wherein an individual printing device further comprises a memory component  
25 integrated with a replaceable component of the individual printing device, the  
memory component configured to maintain the information for the individual  
printing device which can be obtained for marketing analysis.

16. (original) A system as recited in claim 12, further comprising a computing device connected to one or more of the plurality of printing devices, the computing device comprising a memory component configured to maintain the information for the one or more printing devices.

5 17. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is an image on the print media.

10 18. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

15 19. (original) A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

20 20. (original) A system as recited in claim 12, wherein the media identification component is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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21. (currently amended) A system as recited in claim 12, wherein the information database is further configured to maintain information corresponding to a percentage of the total number of a the particular type of print media to the total number of print media.

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22. (currently amended) A method, comprising:  
routing a print media in a printing device;  
determining a type of the print media from a media identifier when said routing the print media; and

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maintaining information for marketing analysis, the information maintained with a memory component that is integrated with a replaceable component of the printing device, and the information corresponding to a total number of print media routed in the printing device and a total number of a particular type of print media having a determinable media identifier.

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23. (currently amended) A method as recited in claim 22, further comprising determining the total number of print media routed in the printing device, and determining the total number of a the particular type of print media having a determinable media identifier.

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24. (currently amended) A method as recited in claim 22, further comprising determining a percentage of the total number of a the particular type of print media to the total number of print media routed in the printing device.

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25. (currently amended) A method as recited in claim 22,  
further comprising:

determining the total number of print media routed in the printing  
device;

5 determining the total number of a the particular type of print media  
having a determinable media identifier; and

determining a percentage of the total number of a the particular type of  
print media to the total number of print media.

10 26. (original) A method as recited in claim 22, further comprising  
determining a brand of the print media from the media identifier when said  
routing the print media.

15 27. (currently amended) A method as recited in claim 22,  
further comprising:

determining a brand of the print media from the media identifier when  
said routing the print media;

determining the total number of print media routed in the printing  
device;

20 determining a total number of a the particular brand and particular type  
of print media having a determinable media identifier; and

determining a percentage of the total number of a the particular brand  
and particular type of print media to the total number of print media.

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28. (original) A method as recited in claim 22, further comprising  
determining a brand of the print media from the media identifier when said  
routing the print media, and maintaining information corresponding to a total  
number of a particular brand and particular type of print media having a  
5 determinable media identifier.

29. (currently amended) A method as recited in claim 22,  
further comprising obtaining the information from the memory component, and  
10 ~~storing~~ communicating the information in an information database.

30. (original) A method as recited in claim 22, wherein said  
determining comprises scanning the print media with an optical scanner  
configured to recognize the media identifier, and wherein the media identifier  
is an image on the print media.

31. (original) A method as recited in claim 22, wherein said  
determining comprises scanning the print media with an optical scanner  
configured to recognize the media identifier, and wherein the media identifier  
is a watermark.

32. (original) A method as recited in claim 22, wherein said  
determining comprises scanning the print media with an optical scanner  
configured to recognize the media identifier, and wherein the media identifier  
is a product barcode implemented as a watermark.

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33. (original) A method as recited in claim 22, wherein said determining comprises scanning the print media with a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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34-35. (canceled)

36. (currently amended) A computer-readable medium comprising computer executable instructions that, when executed, direct a computing printing system to perform a method comprising:

10 determining a brand of a print media from a media identifier when routing the print media in a printing device;

determining a type of the print media from the media identifier;

determining a total number of print media routed in the printing device;

15 determining a total number of a particular brand and particular type of print media having a determinable media identifier; and

determining a percentage of the total number of a the particular brand and particular type of print media to the total number of print media; and

20 maintaining information for marketing analysis, the information maintained with a memory component that is integrated with a replaceable component of the printing device, and the information corresponding to at least one of the total number of print media routed in the printing device, the total number of the particular brand and particular type of print media, and the determined percentage.

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37. (canceled)